

INTERCOLLEGIATE BROADCASTING SYSTEM

LATEST INFORMATION ON SALES AWARD PLAN AND SCRIPT CONTEST

May 25, 1948

SALES AWARD PLAN

A plan whereby IBS station personnel and alumni will be eligible for cash awards for national advertising successfully solicited is under study by the Governing Council. It is proposed that personnel and alumni of the member stations will be eligible for sales awards on the following basis.

A. Gross amount of
National Advertising

Not over \$100.

Over \$100. but not over \$1,000.

Over \$1,000. but not over \$10,000.

Over \$10,000.

B. Award

10% of A.

\$10. plus 5% of excess over \$100.

\$55. plus 2½% of excess over \$1,000

\$280 plus 1¼% of excess over \$10,000.

This plan is a means whereby students and alumni of IBS can increase their income while getting experience in advertising during the summer months. In order to qualify under the sales award plan, all advertising solicited must be cleared with IBS and its national advertising representatives. For further information on the plan contact Mr. Paul F. Yergin, Business Manager, WKCR Hamilton Annex, Columbia University, New York 27, N.Y.

SCRIPT CONTEST

Stations wishing to participate in the national awards contest for scripts should submit their entries by July 1, 1948, the closing date.

Only dramatic scripts submitted by students at college radio stations will be accepted in this contest.

The entries will be judged by a panel selected from leaders in the radio industry and the winner will receive a prize corresponding to an "oscar" in commercial radio. The better scripts submitted will be produced and made available to all campus stations during the coming academic year. Entries should be submitted to Tak Kako, Program Manager, Intercollegiate Broadcasting System, WKCR Hamilton Annex, Columbia University, New York 27, N.Y.

